**Email Template 1:**

Family and friends -

Many of us are fortunate enough to rarely go without. This fall, United Way is on a mission to raise awareness and funds for ALICE**®** families in our community who are struggling to get by.

In the Northern Shenandoah Valley alone, more than 40% of people live in poverty or are right on the edge every day, having to make hard choices. Many of these people are **ALICE® (asset limited, income constrained, and employed)**, making just enough to not qualify for government help, but having few places to turn when things get tough.

United Way NSV has been focused on helping ALICE families for the past few years, and have seen a record increase in requests for assistance through their Valley Assistance Network (VAN) since the pandemic began. When funds run short, these already cash-strapped households are forced to make impossible choices, such as deciding between quality childcare or paying the rent, filling a prescription or fixing the car. These short-term decisions have long-term consequences not only for ALICE families, but for all of us.

I will be fundraising for United Way’s ALICE programs by (describe fundraiser activity/challenge here)**.** I have set a goal to raise $X – the average cost of (include basic need goal is based on).

**Please consider making a gift to my** [**ALICE Awareness Week Fundraiser HERE**](https://www.unitedwaynsv.org/civicrm/contribute/transact?reset=1&id=22)**.** I am so passionate about the United Way and the work they do, and am inspired by the impact your donations can have on the Northern Shenandoah Valley community!

**Email Template 2:**

As you all know I am a very involved in our community, here in the Shenandoah Valley. Recently, our United Way has been working tirelessly to support and raise awareness on poverty in our area.

Did you know: Virginia constitutes poverty as a family of 4 bringing in under $24,600 per year? In the Northern Shenandoah Valley, that is 10% of our population. There is also **the ALICE® (Asset Limited, Income Constrained, but Employed)** population, that makes just enough to not qualify for help, but struggles to get by. That group alone constitutes 31% of our population. That means 41% of our residents struggle every day!

That’s why I’m fundraising for United Way’s ALICE programs by (describe fundraiser activity/challenge here)**.** I have set a goal to raise $X – the average cost of (include basic need goal is based on).

**Please consider making a gift to my** [**ALICE Awareness Week Fundraiser HERE**](https://www.unitedwaynsv.org/civicrm/contribute/transact?reset=1&id=22)**.**

You can also participate along with us! To join me or to gain more information visit the ALICE Awareness Week page (<https://www.unitedwaynsv.org/aliceawareness>).